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ABSTRACT

The result of a project funded by the Extension Service of the United States Department of Agriculture called Professional Knowledge and Research Base of Extension 4-H Youth Development (4hprk), this 26-item revised annotated bibliography represents a compilation of resources (on the topic of communication) most frequently identified by Extension 4-H Youth Development professionals as cornerstones for their educational programs. Topics include interpersonal, group, verbal, presentation, written, nonverbal, and listening skills as well as information technology. Publications listed in the bibliography are accessible electronically (through AGRICOLA, the National Agricultural Library's electronic database) and in hard copy. (SR)

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A Professional Research and Knowledge Taxonomy for Youth Development: Communication

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Revised September 1989

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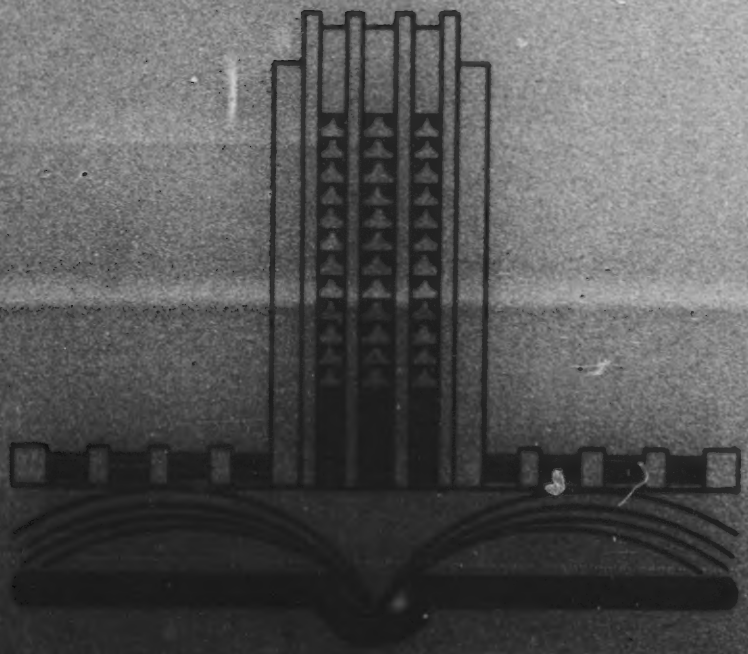

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A Professional Research and Knowledge Taxonomy for Youth Development
Communication

Sandra L. Facinoli
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National Agricultural Library
United States Department of Agriculture

Special thanks go to NAL support staff, Becky Thompson

Background

The Professional Knowledge and Research Base of Extension 4-H Youth Development (4hprk) was a project funded by the Extension Service, U.S. Department of Agriculture. Two Land-Grant Universities cooperated with officials from the Extension Service and the National Agricultural Library (NAL) to identify the knowledge and research base of Extension 4-H Youth Development education and to abstract/compile the foundation materials to strengthen research-based 4-H youth development education throughout the United States.

Professional Research Knowledge Taxonomy Created

The Cooperative Extension Service, Mississippi State University completed the identification, collection, and annotation of works of research and inquiry related to Extension 4-H Youth Development from the academic, public and private sectors. The Ohio Cooperative Extension Service completed the identification and compilation of the knowledge base dimension of the project. This compilation represents the resources most frequently identified by Extension 4-H Youth Development professionals in the States as cornerstones for their educational programs.

The resources were subsequently sorted for the use of educators according to the five (5) basic component areas that comprise the identified knowledge base from which 4-H youth development proceeds: Communication, Educational Design, Youth Development, Youth Program Management, and Volunteerism.

Resources Housed at the National Agricultural Library (NAL)

A collection of resources identified as the 4-H professional, research and knowledge base (4hprk) is currently being assembled at NAL. Key research, books, and journal articles are being processed for the collection and subsequently added to AGRICOLA, NAL's national and international electronic database.

This bibliography, A Professional Research and Knowledge Taxonomy for Youth Development: Communication, was created by using the identifier "4hprk communication" during a search of the AGRICOLA database. Readers will find such subject matter as: interpersonal, group, verbal, presentation, written, nonverbal, and listening skills as well as information technology.

In addition to being accessible electronically, hard copies of the publications are also available through the interlibrary loan system of university and local libraries.

Accessibility to published literature is one of NAL's goals. Please refer to the end of this bibliography for information on how to obtain copies of these items.

Youth Development Information Center
Established at the National Agricultural Library

One result of this tremendous effort has been the formation of a Youth Development Information Center. A joint project of the Extension Service and the National Agricultural Library, the Center's staff assist youth development professionals with accessing the resources of the Library. The staff also assist the National Association of Extension 4-H Agents as they continue to identify and abstract resources for the 4hprk collection.

The Center staff work with other youth development agencies and organizations in the establishment of national youth information networks. Staff also identify materials for the national collection.

Services offered by the Center's professionals include: answering specific questions, referring users to other agencies and organizations, and conducting literature searches in a variety of databases.

Availability of Cited Documents

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0001
The art of public speaking /Stephen E. Lucas.
Lucas, Stephen. New York : Random House, c1986. xv, 416 p. : ill. ; 24 cm. Includes bibliographies and index. (NAL Call No.: DNAL PN4121.L8 1986).
Abstract: Written for college students enrolled in public speaking. Included are a large number of narratives and extracts from speeches. The book introduces the basic principles of speech communication and the respective responsibilities of speakers and listeners; the importance of good listening, the causes of poor listening and ways to become a better listener; how a speaker moves from choosing a topic to formulating a specific purpose and phrasing a sharp central idea; analyzing your audiences; organizing and outlining a speech; introductions and conclusions; speech delivery and use of visual aids; varieties of speeches to persuade or inform.

0002
Audiovisual methods in teaching /Edgar Dale.
Dale, Edgar, 1900-. New York : Dryden Press, 1969. xii, 719 p. : ill. (some col.) ; 25 cm. Includes bibliographies and index. (NAL Call No.: DNAL LB1043.D3 1969).
Abstract: This revision emphasizes the use of audiovisual materials as an integral and vital part of a particular program of instruction and serves as a practitioner's guide to their selection and utilization. The teacher is viewed as a manager, organizer, and evaluator of learning experiences as well as a motivator of students. Audiovisual methods are viewed as an important part of the communication process that undergirds education. The text begins with a discussion of the theory and practice of audiovisual teaching followed by chapters dealing with selected audiovisual methods. Methods discussed include contrived experiences, purposeful experiences, demonstrations, study trips, exhibits, educational television, motion pictures, still pictures, radio, and recordings. A final section deals with the role of systems and technology in teaching and the educational process.

0003
AV instruction technology, media, and methods /James W. Brown, Richard B. Lewis, Fred F. Harcleroad.
Brown, James W. 1913 Sept. 18-. ; Lewis, Richard Byrd,; 1908--Harcleroad, Fred F. New York : McGraw-Hill, c1983. Includes index. x, 528 p. : ill. (some col.) ; 24 cm. Bibliography: p. 514-522. (NAL Call No.: DNAL LB1043.B7 1983).
Abstract: The text is designed to serve as a handbook of the principles and practice of AV instruction serving professionals and students in the fields of education, training, and communication. The book focuses not only on the use of various media but on the selection of appropriate media of instruction for a particular instructional situation. The first four chapters deal primarily with systematic organization of instruction and focuses heavily on the incorporation of media of all types into the instructi onal plan. The remaining 13 chapters of the text deal with the selection and use of individual media. Media discussed in detail include chalkboards, displays, graphic materials, tansparencies, photography, still pictures, audio materials, motion pictures, television, specimens, models, games, simulations, computers, newspapers and other print materials, and mutlimedia. In addition, six reference sections assist the reader in becoming skilled in the use various media as well as providing sources of additional information and materials.

0004
Communication skills in the organization /Gary T. Hunt.
Hunt, Gary T. Englewood Cliffs, N.J. : Prentice-Hall, c1980. Includes indexes. xvi, 345 p. : ill. ; 24 cm.
Bibliography: p. 334-340. (NAL Call No.: DNAL HD30.3.H8).
Abstract: This book offers information on aquiring and using communication skills that will help the reader become more successful in an organization. Part I- An Introduction introduces the reader to organizations and the communication process. Part II- Interpersonal Communication details the person-to-person skills that are needed when working within an organization. These skills include listening, interviewing, working with small groups, and leadership. Part III- Presentational Communication describes ways to plan and impliment effective public communication. The proper ways to communicate through written messages is presented in Part IV- Written Communication, while Part V- Improving Communication Skills concerns ways to train members of an organization to become better communicators. The book contains real life case studies in every chapter, as well as many other examples and guidelines for the reader to improve their communication skills.

0005
Decision-making group interaction /Bobby R. Patton, Kim Giffin.
Patton, Bobby R., 1935-. ; Giffin, Kim,; 1918-. New York : Harper & Row, c1978. First ed. published in 1973 under title: Problem-solving group interaction. x, 260 p. ; 24 cm. Includes bibliographical references and index. (NAL Call No.: DNAL HM133.P3 1978).
Abstract: This book is intended to help the reader understand the decision-making process of small groups. The first two parts of the book discuss groups themselves, while the last two parts discuss how a group functions. The first chapter introduces group decision-making through definitions and research studies, which provides a lead-in to Part One: The Nature of People in Groups. This concerns the orientation, attitudes, and interpersonnal behavior of group

members. Part Two: The Dynamics of the Group contains chapters on member role functions and performance, leadership, group characteristics and their effects, conflict and its resolution, and communication within the group. The actual group process is discussed in Part Three: The Decision Making Process. This part concerns the model of a decision making group, identifying a common problem, analyzing a problem, evaluating solutions, and implimenting a decision.~ Part Four: The Effectiveness of the Group investigates the evaluation of decision making and the interpersonal relations, and how to improve decision making through observing other groups. The overall focus of the book is how to improve decision making through better group interaction.

0006
Effective public relations /Scott M. Cutlip, Allen H. Center, Glen M. Broom.
Cutlip, Scott M. ; Center, Allen H.~Broom, Glen M. Englewood Cliffs, N.J. : Prentice-Hall, c1985. xviii, 670 p. : ill. ; 25 cm. Includes bibliographies and index. (NAL Call No.: DNAL HM263.C78 1985).
Abstract: The text, originally designed as a basic textbook for the field of public relations, provides the reader with a fundamental understanding of the principles, processes, and practice of the management function of public relations. The book begins by making a clear delineation of the scope of the public relations function of an organization and compares it to related functions of marketing and advertising. Public relations, as defined in the text is "the management function that identifies, establishes, and maintains mutally beneficial relationships between an organization and the various publics on whom its success or failure depends." The book is divided into two parts. Part I deals with the principles and process of developing an effective public relations program.~ Part I begins with a discussion of the historical review of the development of the public relations field and an introduction to contemporary public relations. A theoretical model for public relations as well as a four-step process for managing organizational relations is also presented. Other topics discussed in Part I include the organizational, social, and legal contexts of public relations. Part II of the text primarily addresses the practice of public relations as it relates to various types of organizations. Types of organizations specifically addressed include business and industry, trade associations and professional societies, voluntary organizations, government, public schools, and higher education.

0007
The effectiveness of newsletters as an inservice training method for 4-H foods and nutrition leaders /by Norma Joan Wightman.
Wightman, Norma Joan. 1984. Thesis (M.A.) -- San Francisco State University, 1984. Photocopy of typescript. viii, 112 leaves : ill. ; 29 cm. Bibliography: leaves 78-81. (NAL Call No.: DNAL S533.F66W535).
Abstract: A direct mail nutrition education program for 4-H foods and nutrition leaders was developed and evaluated using a pre-test, post-test design. Foods and nutrition leaders from 18 northern California counties were randomly assigned to control and experimental groups. A behavioral recall questionnaire assessed the frequency with which leaders addressed 13 specific foods and nutrition topics in their project work during the 1981-82 project year. A mailed pre-test assessed nutrition knowledge of leader s. The experimental group received four nutrition newsletters during the winter of 1982-83 while the control group received no newsletter. A post-test mailed in June 1983 measured cognitive, affective and behavioral change. Subjects completing all post-test questionnaires included 28 control subjects and 51 experimental subjects. When compared with the control group, the experimental group showed a statistically significant gain in nutrition knowledge and reported increased teaching of two of seven nutrition topics addressed in the newsletters.

0008
Essentials of management /Harold Koontz, Cyril O'Donnell, Heinz Weihrich.
Koontz, Harold, 1908-. ; O'Donnell, Cyril,; 1900-~Weihrich, Heinz. New York : McGraw-Hill, c1986. "A concise version of the eight edition of the author's Management.". xxiii, 564 p. : ill. ; 24 cm. Includes bibliographies and indexes. (NAL Call No.: DNAL HD31.K62 1986).
Abstract: Essentials of management is a comprehensive treatment of the science and art of managing designed for broad-based utility for all levels of management and in all types of organizations. The authors maintain throughout that the functions of managers are essentially the same from top executives to first level supervisors and that the basics of management are applicable and relevant to anyone with managerial responsibility. The authors organize the book according to the major managerial functions of planning, organizing, staffing, leading, and controlling arranged in a comprehensive model of the management process. Part One covers the basics of management theory and science and different approaches to viewing organizations and management. Part Two deals with the managerial function of planning with chapters dealing with nature and purpose of planning, objectives, strategies and policies, and decision making.~ Part Three addresses the organizing function of a manager through chapters dealing with the nature and purpose of organizing, basic departmentation, line and staff authority, decentralization of authority, and enhancing the effectiveness of organization. Staffing

is dealt with in Part Four. Topical areas include the nature and purpose of staffing, selection, performance appraisal, and the manager's role in organizational development. Part 5 addresses the concept of leading through chapters on managing and its relationship to human behavior, motivation and leadership, and communication. Finally the notion of control is discussed in Part Six. Chapters in this section address the process of controlling, information systems, controlling production and operations management, overall performance and preventive control. Case studies and examples are used throughout.

0009
An experimental evaluation of resource materials on leadership/delegation for 4-H youth /by Julia Andrew Gamon.
Gamon, Julia Andrew. 1984. Thesis (Ph. D.)--Iowa State University, 1984. Typescript (photocopy). vi, 138 leaves : ill. ; 29 cm. Bibliography: leaves 94-101. (NAL Call No.: DNAL S533.F66G3).
Abstract: The study evaluated the effectiveness of resource materials on leadership delegation at two state 4-H camps in Iowa in 1983. Also studied was the relationship of member participation and delegated leadership to group drive, cohesiveness and productivity. Preferred leadership styles of youth were measured. According to t-tests, the materials on delegation made a difference in the second camp in group drive and cohesiveness. The materials did not make a difference in productivity in either camp. The Problem-Solving Decision-Making Style Inventory (Hersey-Natemeyer) was used as a pre-test and post-test. Analysis by t-test showed that styles remained stable. Delegation was not one of the preferred styles. Pearson's correlation revealed that measures of group effectiveness-drive, cohesiveness and productivity-were highly and positively intercorrelated. Member participation was positively and moderately related to group effectiveness.

0010
Group communication and decision-making performance: a continued test of the functional perspective.
Hirokawa, R.Y. Newbury Park, Calif. : Sage Publications. Human communication research. Summer 1988. v. 14 (4). p. 487-515. Includes references. (NAL Call No.: DNAL P91.3.H8).
The author conducted three related studies testing the functional role of communication in effective group decision making. From the functional perspective, there are four requirements which a group must satisfy to arrive at a high quality decision: 1) appropriate understanding of the problematic situation; 2) appropriate understanding of the requirements for an acceptable choice; 3) appropriate assessment of the positive qualities of alternative choices; and 4) appropriate assessment of the negative qualities of alternative choices. Results of the first study supported the positive relationship between quality group decisions and the satisfaction of the four functions. In the second study the author found that variations in the quality of group decisions can be accounted for independently by the quality of interaction regarding three functions: problem analysis, evaluation of positive qualities and evaluation of negative qualities. The third study demonstrated that the group's ability to perform important decisional functions led directly to the quality of the group's decision.

0011
Group dynamics the psychology of small group behavior /Marvin E. Shaw.
Shaw, Marvin E. ; Robbin, Rhona.~Belser, James R. New York : McGraw-Hill, c1981. "The editors were Rhona Robbin and James R. Belser."~ "The drawings were done by VIS."~ Includes indexes. xvii, 531 p. : ill. ; 24 cm. Bibliography: p. 458-508. (NAL Call No.: DNAL HM133.S45 1981).
Abstract: The text is written for readers with a command of basic principles of social psychology but have relatively little background in the study of group behavior. The author suggests that groups are formed for a broad variety of purposes and that our effectiveness in working with groups can be increased by understanding some of the many variables that affect group processes. The author introduces findings from a number of empirical studies to make inferences about group behavior. After introducing the reader to the study of small groups the author addresses several key topical areas in a chapter by chapter approach: (1) individuals and groups, (2) group formation and development, (3) physical environment of groups, (4) personal characteristics of group members, (5) group composition, (6) group structure, (7) leadership, (8) group tasks and group goals, (9) groups in action, and (10) issues and problems.

0012
Interplay the process of interpersonal communication /Ronald B. Adler, Lawrence B. Rosenfeld, Neil Towne.
Adler, Ronald B. 1946-. ; Rosenfeld, Lawrence B.~Towne, Neil,; 1928-. New York : Holt, Rinehart, and Winston, c1986. xi, 291 p. : ill. ; 24 cm. Includes bibliographies and indexes. (NAL Call No.: DNAL BF637.C45A4 1986).
Abstract: This book is an introduction for people taking a first look at interpersonal communication. Chapter One deals with what the interpersonal communication process is, and why it is important. Chapters Two, Three, and Four concern self-concept, perception, and language, respectfully. Self-concept looks at how people see themselves, perception examines how people see the world around them, and language involves how language is vital to the communication process. Chapter Five is concerned with non-verba l communication, Chapter Six involves the

importance of listening skills in interpersonal comunication, and the dimensions, causes, and stages of relationships is covered in Chapter Seven. Self-disclosure is the topic of Chapter Eight, while emotions and communication climate are discussed in Chapters Nine and Ten, respectfully. The book ends with Chapter Eleven on ways to resolve conflict.

0013
Knowledge and attitudes towards substance abuse a comparison of 4-H and other teens /by Kirk A. Astroth.
Astroth, Kirk A. Kansas? : Kansas State University Cooperative Extension Service, Southeast Area Extension Office, 1987? . 9 leaves ; 28 cm. Bibliography: leaves 8-9. (NAL Call No.: DNAL HV5824.Y68A7).
Abstract: In the winter of 1985 and the spring of 1986, two groups of teens were surveyed using a 5-point Likert style scale of 80 questions related to attitudes toward substance use and abuse. Both groups were similar in age distribution, sex composition, family composition, and post-high school plans, but there were significant differences in their knowledge and attitudes towards substance abuse. While 4-H'ers reported less experimentation or use of illicit substances, they were also less informed and quite naive about the hazards of tobacco and alcohol, about the dynamics of chemical dependency, and reported significantly lower helping and communication skills than non-4-H metro teens.

0014
Looking out/looking in interpersonal communication /Ronald B. Adler, Neil Towne.
Adler, Ronald B. 1946-. ; Towne, Neil,: 1928-. New York : Holt, Rinehart, and Winston, c1987. xiv, 388 p. : ill. ; 27 cm. Includes bibliographies and index. (NAL Call No.: DNAL BF637.C45A4 1987).
Abstract: This book presents a look into interpersonal communication through ten chapters grouped into three parts. Part One: Looking In examines the internal, cognitive activities that shape our communication. The chapters in this part begin with an introductory chapter, and then progress into self-concept, perception, and emotioms. Part Two: Looking Out has chapters concerning language and non-verbal communication, as well as listening. The dynamics of relational communication is discussed in Part Three: Looking At Relationships. The three chapters in Part Three involve understanding interpersonal relationships, improving interpersonal relationships, and resolving conflicts. The basic thrust of the material in this book is to discuss how people communicate.

0015
Mail and telephone surveys the total design method /Don A. Dillman.
Dillman, Don A., 1941-. New York : Wiley, c1978. "A Wiley-Interscience publication."- Includes indexes. xvi, 325 p. : ill. ; 24 cm. Bibliography: p. 299-318. (NAL Call No.: DNAL HN29.D5).
Abstract: The purpose of this book is to provide a step-by-step guide to conducting successful mail and telephone surveys. Dillman's approach is called the "total design method" and relies heavily on a theoretically based view of why people do and do not respond to surveys and the belief that attention to detail is a vital component in conducting successful research. In the first chapter, the need for more successful mail and telephone survey methods is documented and the theoretical basis for the total des ign method is discussed. Average response expectations for the user of the total design method are presented. Chapter 2 compares the capabilities of telephone and mail surveys with face-to-face interviews. Chapter 3 gives some general principles about how to write survey questions in order to get desired information. Guidelines are presented to help in clarifying the kind of information sought, to help with question structure, and to aid in the actual choice of words.- Chapter 4 deals with the construction of mail questionnaires including such things as designing the questionnaire cover and providing directions for participants. Chapter 5 is concerned with the implementation process for mail questionnaires. Topics such as what to include in a cover letter, how to prepare return envelopes, and follow-up mailing procedures are discussed. Chapter 6 and 7 focus on telephone surveys. Chapter 6 deals with question construction issues such as wording and prioritizing of questions. Chapter 7 provides information relevant to implementing the telephone survey by looking at such things as determining appropriate sampling procedures, selecting respondents within a household, and conducting interview sessions. By definition the total design method is very detailed and time consuming, but by followng its intricate procedures a program planner can expect to gather pertinent, useful, and more accurate information.

0016
Metaphoric lyrics as a bridge to the adolescent's world.
Mark, A. San Diego, Calif. : Libra Publishers. Adolescence. Summer 1988. v. 23 (90). p. 313-323. Includes references. (NAL Call No.: DNAL HQ793.A44).
This paper discusses the use of rock music lyrics to help hard-to-reach adolescents communicate feelings about their roles in society and their own development. The rationale underlying the method is that if adolescents can feel accepted and be engaged through means that are familiar and pleasureful, they can learn to trust and ventilate feelings. Through guided discussion about familiar lyrics and the issues they evoke, adolescents begin to offer their opinions, listen to others' ideas, and learn to disagree without being

aggressive. They begin to discuss ways to gain control over their lives and learn the advantages of becoming disciplined participants in society. They begin to consider and learn alternatives for coping with daily pressures rather than falling victim to a rock idol's solution, which is frequently withdrawal from society or aggression toward it. They begin to communicate.

0017
People skills how to assert yourself, listen to others, and resolve conflicts /Robert Bolton.
Bolton, Robert. New York : Simon & Schuster, 1986, c1979. Reprint. Originally published: Englewood Cliffs, N.J. : Prentice-Hall, c1979. (A Spectrum book). xv, 300 p. : ill. ; 20 cm. Includes bibliographical references and index. (NAL Call No.: DNAL HM132.B6 1986).
Abstract: This book is a communication-skills handbook that attempts to eliminate communication problems. The author describes the twelve most common communication barriers and demonstrates how these communication dysfunctions can damage relationships by increasing defensiveness; aggressiveness or dependency. The text tends to help readers acquire the ability to listen, assert themselves, resolve conflicts and work out problems with others. Topics include: barriers to communication, listening skills, assertion skills, conflict management skills, and improving communication skills.

0018
A practical approach to human behavior in business /Allen L. Appell.
Appell, Allen L. Columbus : C.E. Merrill Pub. Co., c1984. xii, 371 p. : ill. ; 26 cm. Includes bibliographies and index. (NAL Call No.: DNAL HF5548.8.A685).
Abstract: This book provides a broad application of the social sciences to organizations and how people behave in work situations. Appell uses the disciplines of psychology, sociology, social psychology and management science to help one understand human behavior. The book provides some basics for good supervision of others. The text is organized into five sections. Section I, Understanding the Individual, describes the personality, roles, and motivation of people within work groups. The study of interaction of people titled Interpersonal Dynamics constitutes Section II. Techniques for improving interpersonal communications and overcoming barriers of ineffectiveness are identified in this section. Persuasive communications techniques and listening skills are emphasized. The role that group norms have upon individual behavior and an overview to group development are presented.- Basic information is also presented about the interactions of politics and people within the organization and how one can develop a power base to work within. Section III, The Organization, analyzes how organizations work and the nature and practice of leadership. Leadership theory is very succinctly summarized in this section. Additionally, one chapter is devoted to a discussion of discrimination and special employee characteristics that is helpful to the supervision of employees. Personal, Cultural and So cial Perspectives are the foci of Section IV. Stress, personal motivation, and international variances of individuals are highlighted. Lastly, Section V provides the most indepth content of the book, a synopsis of Eric Berne's transactional analysis (TA) theory and its application.- TA is presented in a very clear, illustrated means that helps one understand this theory to why people react as they do. Situations describe how one can change their own communications and behavior to provide for more effective interpersonal dynamics.

0019
Principles and types of speech communication /Douglas Ehninger ... et al. .
; Ehninger, Douglas. Glenview, Ill. : Scott, Foresman, c1986. Rev. ed. of: Principles and types of speech communication / Douglas Ehninger. 9th ed. c1982. xvii, 446 p. : ill. ; 24 cm. Includes bibliographies and index. (NAL Call No.: DNAL PN4121.P72 1986).
Abstract: This 10th edition book has the essential features of the original book as written by Professor Monroe. Monroe originated the "Monroe's Motivated Sequence" which forms the conceptual core of so many successful persuasive and actuative speeches. Monroe also introduced a "three-step process" to teaching speech. Topics covered in the book include: public speaking skills; the basic elements of speechmaking; listening; speaker-audience interaction; planning and preparing speeches; choosing speech subjects and purposes; analyzing the audience and occasion; using motivational appeals in speech preparation; finding and using supporting materials; adapting the speech structure to audiences; beginning and ending the speech; outlining the speech; using visuals; developing speeches to persuade, inform and entertain. This book includes several sample speeches for study and analysis as well as recommended supplementary reading.

0020
The process of communicationan introduction to theory and practice /David K. Berlo.
Berlo, David Kenneth, 1929-. New York, Holt, Rinehart and Winston c1960. Includes index. xi, 318 p. ill. ; 22 cm. Bibliography: p. 305-307. (NAL Call No.: DNAL P90.B4).
Abstract: Using direct and non-technical language, this book is about the way people communicate with each other. It describes the theory, scope and purpose of interpersonal communication, the factors involved in the process, and the role of language in human behavior. The

author identifies and describes factors affecting communication and its results. The book explores and develops the concepts of "meaning" and "perception". The fidelity of the path of the "message" from the source to the receiver is discussed. Terms are explained throughout the text. A bibliography of recommended reading is provided.

0021
Radio vs. television: their cognitive impact on children of different socioeconomic and ethnic groups.
Greenfield, P. ; Beagles-Roos, J. New York, N.Y. : Oxford University Press. Journal of communication. Spring 1988. v. 38 (2). p. 71-92. ill. Includes references. (NAL Call No.: DNAL P87.J68).
This study explored differences in impact of stories, contrasting audiotapes and videotapes. 192 first through fourth grade students were exposed to 2 stories, one audio and one video. Responses showed radio stimulated more imagination than TV. Class and ethnicity showed significant differences in imaginative responses while age was not significant. For all students, watching the story on TV led to a greater recall of story information. There was very little class and ethnic differences.

0022
Strategic marketing for nonprofit organizations /Philip Kotler, Alan R. Andreasen.
Kotler, Philip. ; Andreasen, Alan R.,; 1934--Kotler, Philip. Englewood Cliffs, N.J. : Prentice-Hall, c1987. Rev. ed. of: Marketing for nonprofit organizations / Philip Kotler. 2nd ed. 1982. xvi, 670 p. : ill. ; 24 cm. Includes bibliographies and indexes. (NAL Call No.: DNAL HF5415.K631 1987).
Abstract: This text applies the basic principles and practices of marketing to a nonprofit environment and introduces the reader to basic concepts and tools for developing and implementing and managing a marketing effort. Part One focuses on developing a philosophy for marketing and is keyed primarily on the notion of developing a customer orientation. Part Two deals primarily with strategic planning and organization and covers the topical areas of the strategic marketing planning process, marketing research, market measurement and forecasting marketing planning, organization, leveraging limited resources, and fund raising. Part Three discusses a wide array of conceptual tools for determining an acceptable marketing mix. In Part Three the authors explain the notion of a marketing mix; describes differences in marketing programs for products, services, and desirable social behaviors; discusses management of the marketing effort; as well as basic concepts in the communication process and their relationship to marketing. Part Four deals exclusively with the notion of evaluation and control in the marketing process.

0023
Strategic organizational communication cultures, situations, and adaptation /Charles Conrad.
Conrad, Charles. ; Center, Allen H.-Broom, Glen M. New York : Holt, Rinehart, and Winston, c1985. Includes indexes. xi, 339 p. : ill. ; 24 cm. Bibliography: p. 312-324. (NAL Call No.: DNAL HM258.C63).
Abstract: The central purposes of the book are provide readers with an overview of the ways communication processes affect the nature of organizations and to provide practical experience in utilization of analytial processes to select among viable organizational communication strategies. Consequently, the text is divided into two units, with each unit addressing one of the two main purposes. Unit I surveys the role of communication in creating various organizational "realities" or "cultures". Four basic types of organizations and the inherent limitations of each are discussed: traditional organizations, human relations organizations, human resource organizations, and systems-contingency organizations. Unit II adresses issues related to coping with organizational situations from a communications approach.- Topics addressed in Unit II include: power and politics in organizations analyzing organizational situations, adapting to organizational situations, managing conflict, managing stress, and sex roles. The text addresses the process of communication as an integral part of organizational life and stresses the importance of an employee being able to analyze a situtation, select an appropriate communication strategy, and employ it effectively.

0024
Survival skills for managers /by Marlene Wilson.
Wilson, Marlene. Boulder, Colo. : Volunteer Management Associates, c1981. 264 p. : ill. ; 23 cm. Includes bibliographies. (NAL Call No.: DNAL HD31.W557).
Abstract: Marlene Wilson's "Survival Skills for Managers" provides a comprehensive and practical guide for those who manage others in increasingly technocratic organizations. Her view, which emphasizes creativity, asserts that efficiency in organizational programming is not enough. She argues that "it is often within well-managed and efficient programs that people are hurting most" and her creative management approach stresses that people must come to feel that they are as important as the program. This guide provides applicable tools such as worksheets and action guides, assessment instruments to help clarify orientations, and theoretical frameworks for volunteer and staff managers; together the chapters provide a comprehensive look at saving managers from falling into common organizational

pitfalls.~ Chapter I investigates the creative process, looks at the hostile environment that most organizations provide for creativity, discusses creative blocks, and provide strategies to use to become a more creatively-minded manager. Chater II discusses some of the societal problems that affect all organizations and presents creative problem-solving models and techniques. Chapter III is concerned with theoretical orientations toward power, the stages of power, and power's processes. Practical tips for improving negociation skills are presented. The final three chapters deal with conflict management, stress management, and time management. These chapters present models and theories appropriate for each topic, but more importantly, skills and coping strategies for each problem area are outlined. The practical, yet scholarly, orientation of this book will help managers not only to survive, as the title suggests, but also to thrive in the modern workplace.

0025
A Taxonomy of the Knowledge Base for 4-H Youth Development Education phase 1 /Charles W. Lifer, project director ; Gary W. Gerhard, researcher.
; Lifer, Charles W.~Gerhard, Charles W. Washington, D.C. : Cooperative Extension System, 1987. Final report.~ "A project conducted jointly by the 4-H Youth Development Unit of the Cooperative Extension Service and the United States Department of Agriculture, Science and Education/Extension Service"--Cover.~ August 1987.~ OSU-PRK-1. 1 v. (various pagings) : ill. ; 28 cm. (NAL Call No.: DNAL aS533.F66T3).
Abstract: The Knowledge & Research Base of Extension 4-H Youth Development is funded by the Extension Service of the United States Department of Agriculture, Science and Education Office. Two Land-Grant Universities cooperated with officials of USDA and the National Agriculture Library, Beltsville, Maryland, to identify the knowledge and research base of Extension 4-H Youth Development education and extract/compile the foundation materials for a database to strengthen researched based 4-H youth development education throughout the United States of America. Lists of Books, Journals, Associations, Organizations, In-Service Education in Cooperative Extension Services, Knowledgeable Individuals, Coursework, and Other Resources have been sorted for the use of educators according to the five basic component areas that comprise the identified knowledge base from which 4-H youth development proceeds: Communication; Educational Design, Youth Development, Youth Program Management, and Volunteerism.~ This information will comprise the underpinnings of an electronic database entitled "4h prk" to be housed at National Agriculture Library (NAL) and accessible both electronically and hard-copy loan to youth development educators through the AGRICOLA and Inter-library loan systems.

0026
Understanding human communication /Ronald B. Adler, George Rodman.
Adler, Ronald B. 1946-. ; Rodman, George R.,; 1948-. New York : Holt, Rinehart, and Winston, c1985. xiv, 381 p. : ill. ; 24 cm. Includes bibliographies and index. (NAL Call No.: DNAL P90.A32 1985).
Abstract: This text attempts to present the most important theory and research in the field of communication in a form that enables it to be easily translated into skills that can be used by students to enhance communications processes. The text is organized into four main parts. The first part is devoted to building an understanding of the fundamentals of communication in the reader. Topics covered include defnitions of communication, functions of communication, self-concept, language, listening, and nonverbal communications. Interpersonal communication is the focus of Part Two with specific attention being devoted to interpersonal relationships, resolving interpersonal conflict, self-disclosure, stages of relational developmemnt, and interviewing. Part Three is devoted to an examination of communication in groups.~ Topics covered include definition of groups, group goals, types of groups, group problem solving, leadership in groups, dangers in group discussions, and the political aspects of group communication. A new addition to the 2nd Edition is an entire chapter devoted to communication within organizations. The final section of the book is devoted to public communication and the elements of presenting an organized public presentation or speech. The differences between informative and persuasive speaking are discussed.

Adler, Ronald B. 12, 14, 26
Andreasen, Alan R... 22
Appell, Allen L. 18
Astroth, Kirk A. 13
Beagles-Roos, J. 21
Berlo, David Kenneth,. 20
Bolton, Robert. 17
Brown, James W. 3
Center, Allen H.-Broom, Glen M. 6, 23
Conrad, Charles. 23
Cutlip, Scott M. 6
Dale, Edgar,. 2
Dillman, Don A... 15
Ehninger, Douglas. 19
Gamon, Julia Andrew. 9
Giffin, Kim,. 5
Greenfield, P. 21
Hirokawa, R.Y. 10
Hunt, Gary T. 4
Koontz, Harold,. 8
Kotler, Philip. 22
Lewis, Richard Byrd,. 3
Lifer, Charles W.-Gerhard, Charles W. 25
Lucas, Stephen. 1
Mark, A. 16
O'Donnell, Cyril,. 8
Patton, Bobby R... 5
Robbin, Rhona.-Belser, James R. 11
Rogman, George R... 26
Rosenfeld, Lawrence B.-Towne, Neil,. 12
Shaw, Marvin E. 11
Towne, Neil,. 14
Wightman, Norma Joan. 7
Wilson, Marlene. 24
1900-. 2
1900--Weihrich, Heinz. 8
1908-. 8
1908--Harcleroad, Fred F. 3
1913 Sept. 18-. 3
1918-. 5
1928-. 12, 14
1929-. 20
1934--Kotler, Philip. 22
1935-. 5
1941-. 15
1946-. 12, 14, 26
1948-. 26